BUS 303: DEVELOPING YOUR PROFESSIONAL SKILLS: ADVANCED ELEMENTS
Monday: 7:30 a.m. — 10:00 a.m.
Innovation Hall 133

Dr. Lisa M. Gring-Pemble
Associate Professor, School of Business
Director, Social Entrepreneurship & Global Impact, Center for Innovation & Entrepreneurship

Office: 025 Enterprise Hall
Office Hours: M: 10:30-12:00 (Fairfax)
W: 1:15-2:15 p.m. (Arlington)
By appointment
Phone: 703-993-4174
Email: LGRINGPE@GMU.EDU

Course Description: This course continues the focus on professional skills introduced in Business 103. Topics covered include the modern work environment, business ethics and professional responsibilities, and professional judgment. Throughout the course, students will enhance their professional writing and presentation skills, prepare for the job search process, and develop professional development plans. This course is required for the undergraduate Business program.

Prerequisite Courses: BUS 103

Course Outcomes: Students will:
1. Become aware of the uses of technology in business.
2. Become effective communicators.
3. Recognize the importance of ethical decisions.
4. Be knowledgeable about team dynamics and the characteristics of effective teams.
5. Understand the value of diversity and the importance of managing diversity in the context of business.
6. Develop and enhance critical thinking skills.

Undergraduate Business Program Learning Goals:
Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.
Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.
Goal 3: Our students will demonstrate technical and analytic skills appropriate for success in business.
Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

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Goal 5: Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

**Required Materials:** There is no designated textbook for this course; instead, all readings will be assigned by the instructor and provided through Blackboard OR Mason Email. Please download required readings and assignments from our course webpage at [http://courses.gmu.edu](http://courses.gmu.edu) or from your email. The course will rely on a combination of readings, online resources, and book chapters.

**Approaches to Learning:** This course uses a combination of pre-class preparation through reading and online resources and active learning approaches during class time. Students are expected to complete all assigned pre-work prior to attending class and are expected to attend and fully participate in all class sessions.

**Assignments:**

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<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignment 1: Business Press Synthesis Presentation &amp; Web Publication (draft and final)</td>
<td>15</td>
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<tr>
<td>Assignment 2: Employment Package (Résumé, Cover Letter, &amp; Job Posting with Analysis)</td>
<td>20</td>
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<td>Assignment 3: Informational Interview Report</td>
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<td>Assignment 4: Training Proposal &amp; Annotated Bibliography (draft and final)</td>
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<td>Assignment 5: Professional Training Presentation (draft and final)</td>
<td>10</td>
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<td>Assignment 6: Reflection and Projection</td>
<td>5</td>
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<tr>
<td>Participation (e.g. In-class activities, peer &amp; mock interviews, discussions, LinkedIn)</td>
<td>20</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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**Grading Scale:**

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<tr>
<th>Highest</th>
<th>Lowest</th>
<th>Letter</th>
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<tbody>
<tr>
<td>100.00</td>
<td>93.00</td>
<td>A</td>
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<tr>
<td>92.99</td>
<td>90.00</td>
<td>A-</td>
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<td>89.99</td>
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<td>66.99</td>
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**SCHOOL OF BUSINESS STANDARDS OF BEHAVIOR**

The mission of the School of Business at George Mason University is to create and deliver high-quality educational programs and research. Students, faculty, staff, and alumni who participate in these educational programs contribute to the well-being of society. High-quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff,
and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following standards of behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

**Honor Code and Academic Honesty:** By choosing to take this course, you agree to uphold the George Mason University Honor Code. Please refer to academicintegrity.gmu.edu for further details. In your work on all written assignments, keep in mind that you may not present as your own the words, work, or the opinions of someone else without proper acknowledgement. You also may not borrow the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. No grade is important enough to justify academic misconduct. If you feel unusual pressure or anxiety about your grade in this course, please let me know. GMU provides a range of services to help with test anxiety, writing and study skills, personal issues, and other concerns.

**Please note:** Faculty are obligated, without exception, to submit any Honor Code violations or suspected violations to the Honor Committee.
### Honor Code Sanctions:

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tbody>
<tr>
<td><strong>Plagiarism</strong></td>
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<tr>
<td>1. Failure to cite/attribute sources</td>
<td>A 10% reduction in the final course grade; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
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<td>2. Representing someone else's work as the student's own (e.g., copying and pasting)</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td><strong>Cheating</strong></td>
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<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>A 10% reduction in the final course grade; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
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<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
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<td><strong>Lying (e.g., providing fraudulent excuse documents, falsifying data)</strong></td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td><strong>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</strong></td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
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Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
Participation: The quality of our classroom community and your grade depend on your participation. Please come to every class session prepared to contribute to discussion. In other words, complete readings and assignments on time, actively engage materials, attend class regularly with enthusiasm to discuss course materials and listen attentively in class. Membership in this community also entails representing the Honors College and the School of Business well during your on and off-campus work. Unexcused absences will adversely affect your final grade. An absence is excused when due to serious illness, religious observance, participation in University activities at the request of University authorities, or compelling circumstances beyond your control. To claim an excused absence, you must provide a signed letter by a person in a position to make an authoritative determination as to the validity of the cause of the absence within three calendar days of your return from that absence. In cases where you know you will be missing class, please let me know as soon as possible. You are responsible for all announcements, assignments, materials and date changes covered or made in class while you are absent.

Peer Reviews, Collaborative Writing, and Group Work: Students will engage in frequent small-group activities during class time. During peer reviews, other students may be asked to read, review, and respond to your work. In addition, you will have the opportunity to evaluate the work of others.
This component of the class mirrors professional workplace situations that require giving and receiving feedback, and these evaluations will count toward your individual participation grade.

**Writing Guidelines:** All writing assignments should be formatted as follows, unless otherwise specified: double-spaced, Times New Roman, 12-point font, and 1-inch margins. To cite and reference professional or academic sources, please use APA, Chicago, or MLA style. Specific instructions for in-text citations and referencing are found at [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/).

**Policy for Late and Missing Assignments:** You are responsible for completing individual and group assignments on time (defined as turning in all assignments in person at the beginning of class or via email and/or Blackboard by the date and time requested). Assignments submitted late will lose one letter grade for each day they are past due, including Fridays, Saturdays, and Sundays. Due dates are clearly indicated throughout the syllabus. Reports, presentations, and examinations may only be made up if you demonstrate that failure to attend class and/or complete required assignments was due to an excused absence. (See section above on participation and attendance). In-class activities may not be made up for any reason, excused or unexcused.

**Email Policy:** In compliance with a University-wide initiative, I will correspond electronically with students only through their GMU assigned email accounts. Please check your email account regularly for updates and important announcements.

**Electronic Devices:** The use of electronic devices is not needed, or allowed, during class sessions, unless specifically requested by me. You will need to use technology in preparing for class, but class time is meant for interaction and discussion.

**Office Hours:** Please come visit me during office hours or speak with me at any time about questions, concerns, or interesting ideas!

**Sexual Misconduct and Interpersonal Violence:** George Mason University is committed to a campus that is free of sexual misconduct and incidents of interpersonal violence in order to promote community well-being and student success. All incidents of sexual misconduct will be reported to the University Title IX Coordinator (703-993-8730).

**Privacy:** Student privacy is governed by the Family Educational Rights and Privacy Act (FERPA) and is an essential aspect of any course.

**Inclement weather and campus emergencies:** Information regarding weather-related changes in the University’s schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students can sign up for the Mason Alert system and learn about emergency procedures at [https://ready.gmu.edu/](https://ready.gmu.edu/)

**CAMPUS RESOURCES**

**The Writing Center**
The Writing Center provides peer-to-peer writing support. Writers at all levels benefit from sharing their work with a helpful and knowledgeable peer tutor or consultant. To schedule an appointment,
please visit http://writingcenter.gmu.edu/, call 703-993-1200, or stop by Robinson Hall, Room 114A. Schedule appointments in advance; the center gets booked up very quickly each semester.

**Accessibility and Accommodations**
If you need academic accommodations for special needs, please contact the Office of Disability Services (ODS) at 703-993-2474 and inform the instructor of any special needs as soon as you have your paperwork. Note that accommodations are not retroactive. More information about ODS is available at http://www.gmu.edu/student/drc

**Library Resources:** Should you need assistance with library resources, please contact Business and Economics Liaison Librarian Jo Ann J. Henson, MLIS: jhenson3@gmu.edu. Also, there is a library InfoGuide for this course: http://infoguides.gmu.edu/BUS303

**Career Services in the School of Business**
Career Services is located in Suite 038 in Enterprise Hall (lower level). Walk-in appointments are available Monday and Tuesday from 2:00–4:00 p.m. and Thursday and Friday from 10:00 a.m.–noon. You can also call 703-993-2140 or email mycareer@gmu.edu to set up an appointment. Review the career events calendar at http://business.gmu.edu/component/eventcalendar/

**University Career Services:** For University Career events, see http://careers.gmu.edu/students/events/

**Counseling Services:** George Mason University’s Counseling and Psychological Services can provide assistance if you find yourself overwhelmed by life, want training in academic or life skills, or just need to talk to a professional counselor. For more information, please visit http://www.gmu.edu/departments/csdc/, call 703-993-2380 or stop by their office in Student Union Building 1, Room 3129.

**Upcoming Career Events:**
- International Students and Career Strategies webinar, January 31, 10:00 a.m.–2:00 p.m.
- Practice Interview Days: February 15, March 21, and April 27
- Spring Career Fair: February 22-23, 11:00 a.m.–4:00 p.m., Dewberry Hall (JC)

**Ask the Professionals** panel discussions:
- Marketing: Wednesday, February 8, 3:00–5:00 p.m., Research Hall, 163
- ISOM: Wednesday, February 22, 3:00–5:00 p.m., Research Hall, 163
- Finance: Tuesday, March 7, 10:00 a.m.–noon, Research Hall, 163
- Management: Tuesday, March 21, 10:00 a.m.–noon, Research Hall, 163
- Leadership: Monday, April 3, 3:00–5:00 p.m., Research Hall 163
- Accounting: Wednesday, April 19, 3:00–5:00 p.m., Research Hall, 163

**School of Business Events Calendar:**
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